

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	公共關係	Serial No. / ID	2734 / GMN5401
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年6班
Lecturer	張煦華	Full or Part-time	兼任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(三)ABC / Z999	Language	Chinese

Introduction
<ol style="list-style-type: none">1.Introductions of PR Theories2.Analysis of PR affairs and research abilities of PR3. Abilities of observations from society and trends4.Building the idea of business ethics

Outline
<ol style="list-style-type: none">1. Basic concepts of PR2. Literature of PR theory3. The development of PR research4. Examples of PR research5. Applications of PR theory6. Business ethics and PR

Prerequisite
none